Bus Priority Outreach Materials

Cambridge Transit Advisory Committee
October 5, 2016
Bus Priority Outreach Materials

• Transit Committee FY17 priority: “Increase public support for transit priority concepts”
• Communicate about (make the case for) bus priority to public, City Council, other stakeholders
• Brochure, Storymap Journal, other format?
Bus Priority Outreach Materials

Content:

- Background/policies
- Goals and objectives
- Previous and ongoing efforts
- Bus priority guidelines
- Design toolbox
- Public input
Bus Priority Outreach Materials

Background:

• Existence of delay
• City control
• Mode split
• Policies: complete streets, vehicle trip reduction ordinance, growth policy, etc.
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Goals and objectives:

• Transit Strategic Plan 2015
• NACTO Transit Street Design Guide principles
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Previous and ongoing efforts:

• Transit Strategic Plan 2015
• Transit Committee
• NACTO Transit Program Accelerator
• Transit Service Analysis
• Central Square Bus Study
• TSP on Mass Ave (Participatory Budgeting)
• Bus Stop Improvement Program
• Etc.
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Bus priority guidelines:

• Ridership
• Frequency
• Delay
• Unreliability
• (Excess roadway space)
• Incorporate into all new projects
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Design toolbox:

• Bus only lanes
• Queue jumps
• Transit signal priority
• Boarding islands
• (Stop amenities (shelters, benches, real-time info))
• Etc.
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Public input:

• Wikimap?
• Survey?
• Comment box?
Bus Priority Outreach Materials

• Audience?
• Format?
• Content?
• Examples?
• Get involved?